



Sales Leader Mastermind Group

An Advisory Group for People Who Lead Sales Teams

2018-2019

“One of the most Powerful Tools for Success is the process of a mastermind group. I don’t know anybody who has become super successful who has not employed the principle of masterminding.”

- Jack Canfield, Best-Selling Author

Leadership Challenge

Being a sales leader can be a lonely existence. There are simply not a lot of places you can go to seek guidance without exposing your personal concerns and weaknesses inside your company.

To be frank, the weak link in most selling organizations tends to be the sales leader, the person in charge of driving revenue growth but who almost never receives proper training or mentoring. Not only do most sales leaders lack preparation, they receive very little formal support and guidance. Too many sales leaders feel like they’ve been hung out to dry.

One of the best ways a sales leader can achieve and maintain high-level success is to have a peer group of fellow sales experts who act as your own executive advisory board, a group that can answer questions, provide guidance and support you through both the good times and the bad.

That brings us to the Jeff Beals & Associates’ Sales Leader Mastermind Group. When you become a part of this mastermind, you’ll no longer be on a deserted island. You’ll be part of a confidential group of outstanding leaders personally led by two internationally recognized sales-industry thought leaders: Jeff Beals and Beth Mastre.

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Sales leadership is one of the most rewarding jobs on the planet – when you have all your ducks in a row. If you lack confidence or don't have the necessary resources, it's an unsettling job that keeps you awake at night.

As a sales leader, your success is measured by outcomes, both personal and professional. What outcomes will you get from the Sales Leadership Mastermind Group? There are four main categories: 1) increased sales; 2) improved leadership skills; 3) a strong peer group of advisors; and 4) personal lifestyle goals. The content of this mastermind group will be developed around your specific challenges and goals which you will share with the group. Our goal is to effectively and efficiently lead you through a journey that delivers outcomes in those four categories.

How much would your career accelerate if you had access to cutting-edge learning specifically designed for sales leaders? What if you could collaborate with a trusted group of sales leaders in a private setting? How nice would it be to have guidance when it comes to attracting and retaining a high-performing sales team that consistently exceeds budget?

The legendary business author Jim Rohn once said, "You are the average of the five people you spend the most time with." If that's the case, shouldn't you be spending mutually beneficial time with talented, hard-working sales leaders who have an interest in seeing you succeed?

What would be possible if the people around you refused to let you fail?

Save Your Spot!

Overview

A mastermind group is simply a meeting of highly motivated professionals who share a common desire to excel and are looking to encourage each other to improve.

This particular mastermind group is razor-focused on sales leaders and business owners who personally oversee sales functions. The group is limited to one company per industry to protect against competitive information being shared. The goal is to have the right mix of similarities and differences in the group so that everyone benefits. For this reason, there will be an application process, limiting the group to no more than 13 members.



Quarterly Meeting Details

Each quarter, we will have a full day, in-person meeting. The morning session will be instructional and educational. Content will be specifically relevant to sales leaders as opposed to most sales training, which tends to be geared to sales reps. The rest of the day will be focused on group work and facilitated, peer-to-peer guidance and accountability.

One of the greatest outcomes members receive from the group session is the discussion of their actual sales challenges and initiatives. During this time, members will share a leadership challenge they are currently facing as well as a sales idea or initiative they are considering.

Quarterly meeting schedule:

7:45 a.m. to 8:05 a.m. – Executive Breakfast and Informal Networking

8:05 a.m. to 8:15 a.m. – Welcome

8:15 a.m. to 9:45 a.m. – Instructional Time

9:45 a.m. to 10:00 a.m. – Break

10:00 a.m. to 12:00 noon – Discussion/Group Activities

12:00 noon to 12:30 p.m. – Lunch

12:30 p.m. to 1:00 p.m. – Facility tour and/or Discussion/Group Activities

1:00 p.m. to 1:15 p.m. – Break

1:15 p.m. – 2:30 p.m. – Discussion/Group Activities

2:30 p.m. to 2:45 p.m. – Break

2:45 p.m. to 5:00 p.m. – Discussion/Group Activities

Monthly Accountability Calls

In addition to the quarterly meetings, there will be group telephone meetings (“accountability calls”) on each “off month”. These group calls will be a chance to reinforce items of discussion coming out of the quarterly meetings and to bring up new challenges/opportunities for discussion. The calls begin at 9 a.m. and end no later than 11:15 a.m.

Sales Team Accelerator, Team Accountability Guide & Private Coaching Session

Members will have the opportunity to take Jeff Beals & Associates’ proprietary “Sales Team Accelerator,” an exclusive assessment tool designed to evaluate the strength of a company’s sales department/function. Following completion of the assessment, each member will have a private coaching session with either Jeff or Beth to discuss the results and possible actions the member may want to take because of those results.

Limited Availability - Reserve Your Spot!



Confidentiality

Each member will sign a non-disclosure agreement. We want open discussions in which members share freely without fear that information will leave the room.

Strong Relationships

We believe that many of the best ideas for making a business successful are inspired from learning the operations of completely different companies in non-competing industries. Therefore, members are encouraged to meet individually with each other outside of scheduled meetings. These meetings could include tours of each other's operations, lunches, golf outings or Skype calls for members who don't reside in the same city.

Why Should You Join?

Here's what some of our current members have to say about the beneficial outcomes they have received from their participation in the Sales Leader Mastermind Group:

"I can't tell you how much I have learned this year. We are killing it on the sales side. We are bringing back clients in a big way, and we are chasing even bigger ones. It's a great story of learning from mistakes and getting focused. Thank you again for leading our Sales Mastermind Group. It has really been a valuable experience for me, and I've made some close connections with members of the group." – **Brent Pohlman, President, Midwest Laboratories, Inc.**

"As a leader in your organization, it can be hard to go to other people and ask certain questions or bring up sensitive issues. When you join a group of people who are in the same roles at their companies, the creative energy flows and new ideas come about. Spending time with other successful sales leaders, leads to new revenue strategies and the type of candid feedback that's really effective. It's a no-brainer to get involved in a group like this." – **Alan Johnson, Vice President of Business Development, FocusOne Solutions, a C&A Industries Company**

"In the mastermind, I can bounce ideas off a group of high-level people and discuss how to handle strategic items, personnel issues or company initiatives. The idea is for each of us to throw a subject on the table, and then a group of your peers analyzes it and provides feedback. You get to know each other very well and form a deep bond, which means you become a valuable resource for each other." - **Jason Thiellen, Chief Executive Officer, E&A Consulting Group, Inc.**



Investment

An annual investment of \$7,500 per member is due at the time of registration and is non-refundable. Unlike similar organizations, such as Entrepreneurs' Organization (EO), Vistage and Young Presidents' Organization (YPO), there are no initiation fees whatsoever. All quarterly meetings are held in convenient, low-cost Omaha, Nebraska. There are no required trips or out-of-town retreats like many other groups have.

Payment Plan – Participants have the option of three payment plans:

- Option One: Entire payment at the time of acceptance payable by check or credit card.
- Option Two: Quarterly payments automatically billed to a credit card on the first day of the first month of each quarter. A small service fee of \$60 will be added to each quarterly payment. First quarterly payment to be made at the time of acceptance.
- Option Three: Monthly payments automatically billed to a credit card on the first day of each month. A small service fee of \$40 will be added to each monthly payment. First monthly payment to be made at the time of acceptance.

Your Membership Investment Includes:

- Cutting-edge sales instruction specifically designed for sales leaders
- Valuable peer-to-peer advice and consultation in a 100% confidential environment
- The opportunity to confidentially share your innermost concerns and challenges with people who understand what you're going through
- The Jeff Beals & Associates "Sales Team Accelerator," an in-depth assessment of your sales team and a private meeting with Jeff and Beth to discuss the results
- Tools to help you hold your sales team more accountable
- A supportive environment to discuss and test out new sales initiatives
- A core group of non-competing sales leaders who serve as your personal advisory board
- Peer-to-peer discussions facilitated under the guidance of internationally recognized sales experts
- All Mastermind materials
- Meals, snacks and beverages at quarterly meetings

Can you afford to participate in this Mastermind? Yes, if you're serious about your future! One of the fundamental responsibilities of a sales leader is to secure whatever resources are necessary for the sales team to succeed. Similarly, the most successful professionals invest in themselves. They do what it takes. The time and money you invest in this Mastermind Group is



tiny compared to your long-term goals. Opting out of this transformative experience simply because of cost is a perfect example of being “penny wise and pound foolish.”

Attendance Requirements

This Mastermind group is for sales leaders who are serious about improving their sales and creating the career and life they really want. Participants are strongly encouraged to attend all sessions, but at a minimum must **attend three of the four quarterly meetings**. Members are allowed to miss **no more than two** of the monthly accountability calls.

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Eligibility

Any person who oversees sales or is in charge of sales staff is eligible. We realize that titles vary among companies but the following are positions that would typically be appropriate for this group:

- Chief Sales Officers
- CEOs/Presidents/Other C-suiters who actively lead sales functions
- Entrepreneurs/business owners who actively lead sales functions
- General Sales Managers
- Vice President of Sales
- Director of Sales

Benefits of Membership

1. Once you join the Sales Leader Mastermind Group, you're no longer alone! You'll be part of a confidential group of outstanding leaders personally led by two internationally recognized sales-industry thought leaders.
2. Fast-track your sales leadership career by learning from experts and collaborating with people who face the same challenges you do.
3. Eliminate bad habits, negative attitudes and sales processes that simply don't work
4. Grow your revenues in the long run by spending a little time away from the “fires” so you can work on your most precious resource: your own skills and knowledge.



Jeff Beals

& Associates

5. Learn how to motivate under-producing sales employees or receive support and guidance if you have to terminate a poor performer.
6. Get your peers' perspectives on how your team can prospect more efficiently, increase conversion rates and generate greater revenue.
7. A safe environment where you can address your private concerns with people who understand the unique pressures that come with being a sales leader.
8. Peer-to-Peer mentoring in a professionally facilitated setting.
9. The mastermind will be like your own personal advisory board, a group of people who learn what you're all about and take a personal interest in your long-term success.
10. Get transformative ideas for your company by learning about the sales victories and challenges leaders face in completely different industries from your own.
11. Learn how to motivate your people and what to tell them when things aren't going well.
12. Develop a self-managing team, so you can pursue big ideas, while looking good in front of your senior leadership and board of directors (and enjoy some mind-clearing time away from the office).
13. Gain valuable knowledge and insight related to the entire sales process: prospecting, qualifying, presenting, forecasting, nurturing, closing and negotiating.
14. Learn how to make your CRM program and other technology work for you instead of the other way around.
15. Protect your time from non-sales distractions such as company-wide committees and special task forces.
16. Stay goal-focused and avoid chasing the next shiny sales fad.
17. Change your perspective and expand your knowledge base, allowing you to have your best year yet while setting yourself up for sustainable prosperity.

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Annual Schedule

Quarterly Meetings

Thursday, November 1st	Quarterly Meeting
Thursday, February 7th	Quarterly Meeting
Thursday, May 2nd	Quarterly Meeting
Thursday, August 1st	Quarterly Meeting

Monthly Teleconferences

(Held each month in which a Quarterly Meeting is NOT scheduled).

Thursday, December 6th	Monthly Teleconference
Thursday, January 10th	Monthly Teleconference
Thursday, March 7th	Monthly Teleconference
Thursday, April 4th	Monthly Teleconference
Thursday, June 6th	Monthly Teleconference
Thursday, July 11th	Monthly Teleconference
Thursday, September 5th	Monthly Teleconference
Thursday, October 3rd	Monthly Teleconference

"The Mastermind principle consists of an alliance of two or more minds working in perfect harmony for the attainment of a common definite objective. Success does not come without the cooperation of others."

- **Napoleon Hill, Author of *Think & Grow Rich***

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Group Leader Bios

Jeff Beals



Jeff Beals helps companies find new customers and close more deals in a shorter period of time. He is an award-winning business author, international keynote speaker and frequently quoted sales strategist.

An active member of the National Speakers Association and Global Speakers Federation, Jeff delivers nearly a hundred keynote speeches, workshops and webinars each year to diverse audiences worldwide. He is constantly researching the sales profession and testing new sales ideas, thus allowing him to present the most up-to-date, premium sales content to his audiences.

As a consultant, Jeff helps companies streamline their sales processes and coaches their employees to sell more effectively. He is founder and co-chair of the Sales Leader Mastermind Group, a peer advisory program designed specifically for Chief Sales Officers.

More than 300 of Jeff's articles have appeared in various periodicals and he writes the weekly "Sales Shape-Up," which has more than 18,000 subscribers. A frequent media guest, Jeff has been featured in *Investors Business Daily*, *USA Today*, *Men's Health*, *Chicago Tribune* and *New York Times* and on more than a hundred television and radio stations across the country. He was a regular columnist for the *Omaha World-Herald's* Money Section from 2011 to 2017.

Jeff is co-host of an award-winning radio talk show that covers business and real estate topics. In 2009, he served as host of a weekly television show on an NBC affiliate.

When he's not speaking, writing or consulting, Jeff works as executive vice president at NAI NP Dodge, the commercial real estate division of NP Dodge, the oldest continually operating real estate company in the United States.

Jeff is the author of *Self Marketing Power: Branding Yourself as a Business of One*, and *Selling Saturdays*, both of which have won international awards. He is working on a third book, which will focus on sales prospecting.

Jeff holds a Master of Arts (M.A.) degree in Political Science and a Bachelor of Journalism (B.J.) degree in News-Editorial, both from the University of Nebraska-Lincoln. He and his wife, Stephanie, have two children, Jack and Maddie.



Beth Mastre



Beth Mastre has had a long and successful career in sales, working for a variety of companies and industries. Beth still actively sells, which makes her keenly aware of the various and steep challenges sales leaders and sales reps experience on a daily basis. Because she is actively selling to clients such as Microsoft, TransUnion, AFLAC, Lenovo, Comcast and Nationwide, her insights are invaluable to clients big and small.

Early in her career, she worked for a major software firm, selling primarily big-ticket items in a fast-paced B2B environment. During that time, she was the company's number-one producer on a team of eight, responsible for 25% of the company's revenue.

Currently, Beth serves as Vice President of B2B Sales Coach & Consultancy, a fast-growing firm that guides organizations to create differentiating levels of customer value and outcomes, driving long-term, highly profitable customers. The company is led by Anthony Iannarino, who is recognized as one of the top 50 most influential sales leaders in the world. In this role, Beth works with a wide range of client companies from emerging start-ups to \$30 billion multi-national firms.

Beth also serves as co-founder and co-chair of the Jeff Beals & Associates' Sales Leader Mastermind, a facilitated peer advisory program designed specifically for Chief Sales Officers.

A native of the Twin Cities area, Beth holds a Bachelor of Science degree from Southwest Minnesota State University in Marshall, Minnesota. She lives in Omaha, Nebraska with her husband Brian and son Braxton.

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How to Proceed

Are you interested in building up your professional capabilities and boosting your sales team's results through this mastermind group? Contact Jeff Beals directly at 402-510-7468 – jeff@jeffbeals.com or Beth Mastre at (402)614-7080 – beth@jeffbeals.com to move forward.

"The next best thing to being wise oneself is to live in a circle of those who are."
- **C.S. Lewis, Legendary Novelist**

Apply Now!

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